

**WKMG**

## ORDER

Print Date 09/25/12

Page 1 of 4

Flight Dates 09/26/12-10/02/12

Order Sep 00:15:00

Contract / Revision

260229 /

Product

**ROMNEY FOR PRESIDENT**

Estimate #

Alt Order # 06340311

Original Date / Revision

09/25/12 09/25/12

Agency Com 15%

### Billing Contact

Billing Type      Cash

Order Type	GENERAL
------------	---------

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Presidential-Republican

Priority P-2

Advertiser Ref

Advertiser **Pol/Mitt Romney/R/ Presider**

**138 Conant Street  
Beverly, MA 01915**

Agency **American Rambler Productio**

## Buying Contact

Sales Office PHI

Sales Region NAT

Agency Ref

**138 Conant Street  
Beverly, MA 01915**

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
-------------------	--------	------------	----------

Kristen Waskie	100%
----------------	------

Order Share 100% Market Value 91625

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	74	\$50,086.25	\$58,925.00	0.00	08/27/12	09/30/12	74	\$50,086.25	\$58,925.00
October 2012	40	\$27,795.00	\$32,700.00	0.00	10/01/12	10/02/12	40	\$27,795.00	\$32,700.00
<b>Totals</b>	<b>114</b>	<b>\$77,881.25</b>	<b>\$91,625.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WKMG	10/01/12	10/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$600.00		0.00			
2	WKMG	09/26/12	09/28/12	Morn News at 6a Morn News at 6a	CM	6-7a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$500.00		0.00			
3	WKMG	10/01/12	10/02/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$450.00		0.00			
4	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00



WKMG

Print Date: 09/25/12

Page 2 of 4

Contract / Revision

260229

Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	09/26/12	09/28/12	CBS This Morning The Early Show	CM	7-9a	--WTF--	:30	6	\$350.00	P-2	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$350.00		0.00			
5	WKMG	09/26/12	09/28/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	--WTF--	:30	3	\$225.00	P-2	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$225.00		0.00			
6	WKMG	10/01/12	10/02/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$300.00		0.00			
7	WKMG	09/26/12	09/28/12	11-12p Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$550.00		0.00			
8	WKMG	10/01/12	10/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
9	WKMG	09/26/12	09/28/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
10	WKMG	09/26/12	09/28/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:30 PM-1:30 PM)	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$500.00		0.00			
11	WKMG	10/01/12	10/02/12	1230-2p CBS Soaps Soaps	CM	12:30-2p (12:30 PM-1:30 PM)	MT-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$850.00		0.00			
12	WKMG	09/26/12	09/28/12	2-3p The Talk The Talk	CM	2-3p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
13	WKMG	10/01/12	10/02/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$400.00		0.00			
14	WKMG	10/01/12	10/02/12	3-4p Doctors The Doctors	CM	3-4p	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$350.00		0.00			
15	WKMG	09/26/12	09/28/12	3-4p Doctors The Doctors	CM	3-4p	--WTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$250.00		0.00			
16	WKMG	10/01/12	10/02/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$450.00		0.00			



WKMG

Print Date: 09/25/12

Page 3 of 4

Contract / Revision

260229

Flight Dates 09/26/12-10/02/12

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
16	WKMG	10/01/12	10/02/12	4-430p Extra Extra	CM	4-430p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$450.00		0.00			
17	WKMG	09/26/12	09/28/12	4-430p Extra Extra	CM	4-430p	--WTF--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$300.00		0.00			
18	WKMG	09/26/12	09/28/12	430-5p Inside Edition Inside Edition	CM	430-5P	--WTF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$400.00		0.00			
19	WKMG	10/01/12	10/02/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$550.00		0.00			
20	WKMG	10/01/12	10/02/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$750.00		0.00			
21	WKMG	09/26/12	09/28/12	News at 5p News at 5p	CM	5-530p	--WTF--	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$500.00		0.00			
22	WKMG	09/26/12	09/28/12	News at 6p News at 6p	CM	6-630p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$600.00		0.00			
23	WKMG	10/01/12	10/02/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$1,000.00		0.00			
24	WKMG	09/26/12	09/28/12	News at 7p News at 7p	CM	7-7:30p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					6	\$800.00		0.00			
25	WKMG	10/01/12	10/02/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					4	\$1,200.00		0.00			
26	WKMG	10/01/12	10/02/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	MT-----					2	\$1,200.00		0.00			
27	WKMG	09/26/12	09/28/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	--WTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	--WTF--					3	\$1,200.00		0.00			
28	WKMG	09/26/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



### Hiatus Dates

Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
28	WKMG	09/26/12	09/28/12	M-F 11p News M-F 11p News	CM	11-1135p	--WTF--	:30	6	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--		6			\$1,500.00			0.00			
29	WKMG	10/01/12	10/02/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----		4			\$1,700.00			0.00			
30	WKMG	09/26/12	09/28/12	M-F David Letterman David Letterman	CM	1136p-1238a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	--WTF--		3			\$500.00			0.00			
31	WKMG	10/01/12	10/02/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----		2			\$600.00			0.00			
32	WKMG	09/29/12	09/29/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----2-	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2-		2			\$250.00			0.00			
33	WKMG	09/30/12	09/30/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----2	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2		2			\$125.00			0.00			
34	WKMG	09/30/12	09/30/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2		2			\$1,200.00			0.00			
35	WKMG	09/30/12	09/30/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----2	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----2		2			\$1,200.00			0.00			
36	WKMG	09/30/12	09/30/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1		1			\$7,000.00			0.00			
37	WKMG	09/30/12	09/30/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----1	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1		1			\$7,000.00			0.00			
38	WKMG	09/30/12	09/30/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----1	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1		1			\$1,500.00			0.00			
Totals														114	\$91,625.00